

ABSTRACT

The development of this modern era has resulted in various changes and developments in multiple fields, including the courier services industry. Currently, competition in the courier service business is getting tighter. It requires every company to be able to maintain its existence to attract customers to continue using the services offered by the company. Pos Indonesia's customer loyalty still needs to improve, as evidenced by declining sales. This research aims to analyze the influence of trust, brand image, customer satisfaction, and service quality on customer loyalty and suggest CRM strategies to increase Pos Indonesia's customer loyalty. This research uses a mixed method. The sample for this research was 100 respondents. Structural Equation Modelling (SEM) and Customer Relationship Management (CRM) are the analysis techniques used. The results of the data analysis show that trust does not have a significant effect on customer loyalty, brand image has a significant effect on customer loyalty, customer satisfaction has a significant effect on customer loyalty, and service quality has a significant effect on customer loyalty, and the CRM strategy that Pos Indonesia can do is to improve services, collaborate with e-commerce, improve CRM applications, and utilize social media to communicate and carry out promotional activities.

Keywords: *trust, brand image, customer satisfaction, service quality and customer loyalty*